



US 20070033102A1

(19) **United States**(12) **Patent Application Publication** (10) **Pub. No.: US 2007/0033102 A1****Frank et al.**(43) **Pub. Date: Feb. 8, 2007**(54) **SECURELY PROVIDING ADVERTISING
SUBSIDIZED COMPUTER USAGE****Related U.S. Application Data**(75) Inventors: **Alexander Frank**, Bellevue, WA (US);
Isaac P. Ahdout, Bellevue, WA (US);
James S. Duffus, Seattle, WA (US);
Thomas G. Phillips, Bellevue, WA
(US)(63) Continuation-in-part of application No. 11/092,041,
filed on Mar. 29, 2005.**Publication Classification**(51) **Int. Cl.**
G06Q 30/00 (2006.01)
(52) **U.S. Cl.** **705/14**

Correspondence Address:

**MARSHALL, GERSTEIN & BORUN LLP
(MICROSOFT)
233 SOUTH WACKER DRIVE
6300 SEARS TOWER
CHICAGO, IL 60606 (US)**(57) **ABSTRACT**

A method and apparatus for assuring delivery of paid advertising to a user may involve asking a question about an advertisement or requiring data about the advertisement to be entered. In one embodiment, a human presence indicator, such as stylized letters, may be displayed during or after the presentation of an advertisement to be copied by a user to indicate presence during the advertisement. When the challenge relating to ad viewing is correctly answered, a value associated with viewing the ad may be credited to a user account, either locally or at a clearinghouse or other repository.

(73) Assignee: **MICROSOFT CORPORATION**, Redmond, WA(21) Appl. No.: **11/321,668**(22) Filed: **Dec. 29, 2005**